



# Targeted creative messaging fuels the pipeline at trivago.

## SUCCESS STORY

At **trivago**, generic approaches to recruitment weren't working. The unique company culture and need for people who could think outside the box necessitated something more than standard "come work for us" messaging. LinkedIn Pipeline Builder and Sponsored Content provided the company the versatility needed to take a more tailored approach to recruiting difficult-to-engage, highly skilled candidates.

7.9%

Average click-through rate from highly targeted individuals

27%

Decrease in cost per application year over year

+4%

Growth in application-to-interview ratio year over year



## THE CHALLENGE

# Conveying a unique company culture

trivago is driven by a distinct working culture that's difficult to drive engagement around using standard job posts. To recruit for difficult-to-fill positions, the employer branding team needed to explore innovative ways to position trivago's unique appeal to reach, engage, and build a pipeline of right-skilled people.

## THE SOLUTION

# Highly tailored, highly targeted messaging

PHP developers were a recruitment priority, so the branding team built a focus group of existing employees who fit the profile to help understand what makes these developers tick. With messaging created specifically for the target group, the team leveraged **Pipeline Builder**, targeting appropriately-skilled LinkedIn members with **Sponsored Content** and tailored landing pages showcasing specific jobs. More campaigns for specific roles and skills followed, each drawing inspiration from the culture and sensibilities of trivago's existing IT team.

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Potential and motivation are two of the biggest factors we look for in candidates. LinkedIn Pipeline Builder not only provides us with a short list of qualified and interested candidates, but their profile also gives us much more valuable information than a CV.



Philipp Heginger

Recruiter  
trivago

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